- \* Not just an Army challenge A challenge for the Nation... How Can You Help?
  - Support a youth's decision to join the Army
    - Step forward and serve
- \* Public Support to Soldiers Remains Strong. However, need more Americans to:
  - 297 Army Veterans received \$2.2% at Ohio State University
  - 149K Army Veterans received \$1.2B in VA Educational Benefits
    - 1.4K Bachelor and 700 Graduate degrees
- 279K Army Soldiers received \$161M in Tuition Assistance; earning 1.8K Associate,
  - Education Benefits in 2008:
    - ★ Education is important in our high tech Army
  - ★ FY 08 Retention was 114% RA, AR 111% and 93% for National Guard
  - ★ Initial Entry Training Attrition reduced from 18% (May 05) to 9.1% (Feb 09) overcome their mistakes.
- \* Enlistees with waivers are not coming into the Army to be rehabilitated; they have already
  - serious misconduct \* We have a sound system for considering waivers; general officer approves the more
    - ★ 8 out of 10 Soldiers in FY 08 required no waiver
  - FY 08 Enlistee Degrees (RA\AR) Over 3,500 Bachelor's, 284 Master's and 19 with
    - Achieved 83% of 90% HSDG goal for RA accessions in FY 08
    - Avg. AFQT for HSDG is 58; for GED is 54; for average American is 50
      - 100% of those we enlist are qualified to serve
      - \* We are committed to recruiting a quality force as we grow the Army
        - Less than 3 of 10 17-24 year old youth fully qualified
          - in the 1960s. Projected to grow to 1 in 4 by 2015.

Nation's Youth - one in five youth 12-19 years old currently overweight, compared to 1 in 20

- One in five youth fails to graduate high school; increased obesity rates among our enlistments; we have achieved our active Army & Army Reserve goals every month this FY.
- Historically, an increase in unemployment has resulted in an increase in Army
  - support remains low.
- We have seen a significant increase in youth propensity to enlist; however, influencer
  - Recruiting during period of protracted war

we recruit for the All Volunteer Force

- ★ FY 09 recruiting success continues, but the Army and the Nation still face challenges as commitment in FY 08 to join the Army – an Army at war.
  - $\bigstar$  Our country can be proud of the approximately 170K Americans who made the

#### U.S. Army Recruiting Command Key Messages

### **Enlistment Benefits**

#### Active Army

- Enlistment bonuses totaling up to \$40,000 for an enlistment of 4 or more years
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving
- Up to \$81,756 for education with the Montgomery GI Bill + Army College Fund

## \$15,000 quick-ship bonus for select MOSs

Active Army recruits with no prior military service who enlist for at least two years in the active Army and report for training within 30 days may be eligible for a \$15,000, \$10,000, \$5,000 or \$3,000 bonus depending on the selected MOS.

## Regular Army First enlistment program

Recruits who choose the Regular Army First enlistment option will serve three years in the active Army and then complete the remainder of their service obligation in the Army Reserve. This incentive may be combined with other incentives, such as the Montgomery GI Bill & Army College Fund. There is an additional \$8,000 bonus when recruits complete their active duty obligation and affiliate with an Army Reserve unit.

# High school senior deferred enlistment bonus

This program pays \$1,000 for each month a high school senior spends in the Future Soldier Training Program (FSTP). For example: A high school senior who spends 7 months in the FSTP will get \$7,000. He or she receives an additional \$1,000 for successful graduation. This incentive may also be combined with an MOS bonus, as well as the Montgomery GI Bill & Army College Fund.

#### **Army Reserve**

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)
- Up to \$20,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

(502) 626-01 /2. This product is also available on the Recruiting Support site at www.2k.army.mil. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call

These key messages are provided to help Recruiting Command personnel respond to questions from the general

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strongest and most enduring about our country, www.army.mil/facesofstrength highlights the men, women and children who embody everything that is best, Through portraits and compelling stories, the Faces Of Strength campaign

#### Faces of Strength

2009 as Year of the NCO. Learn more at www.army.mil/yearotthenco. make great sacrifices on behalf of our Nation, Secretary of the Army established professionals. In recognition of their commitment to service and willingness to Corps has distinguished itself as the world's most accomplished group of military With more than 200 years of service, the Army's Moncommissioned Officer

#### 2009 Year of the NCO

🖈 Ontario, California 170,936	≯ Jackson, Mississippi 175,710
★ Aurora, Illinois 170,855	160,4√1 snozinA ,eqmeT ★
★ Rancho Cucamonga, California 170,266	★ Worcester, Massachusetts 173,966
★ Santa Clarita, California 169,951	Brownsville, Texas 172,806
★Chattanooga, Tennessee 169,884	★ Providence, Rhode Island 172,459
★ Overland Park, Kansas 169,403	★ Fayetteville, North Carolina 171,853
₹ Tallahassee, Florida 168,979	\\ \\$\\\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \

Army National Guard in Fiscal Year 2008, during a protracted conflict... number of men and women who chose to enlist in the Army, Army Reserve and Below is a list of U.S. cities with a population around 170,000, about the same

have contributed.

in the Army. Those serving today will be able to look back with pride at what they belief in the value of military service is what keeps people enlisting and re-enlisting a warrior culture and willingly accept the inherent risks of military service. A strong The young Americans who enlist today know and understand they are joining

Volunteerism

### Harris Poll Shows Rise in Confidence in Military

The Harris Poll of 1,010 adults surveyed by telephone Feb. 10-15, 2009, showed a rise in the public's confidence in the leaders of the military. Adults with a "great deal of confidence" in people running these institutions, today vs. last year:

	Military	Colleges	White House	Medicine	TV News
2008	51%	32%	15%	28%	16%
2009	58%	40%	36%	34%	22%

# VA secretary expects big impact from post-9/11 GI Bill

WASHINGTON, April 3, 2009 - All systems are on track for this summer's rollout of the new Post-9/11 GI Bill, which Veterans Affairs Secretary Eric K. Shinseki said he expects to have as monumental an impact as the original World War II-era GI Bill of Rights. Shinseki told American Forces Press Service he understands the excitement over the new program that goes into effect Aug. 1. Many veterans who served after Sept. 11, 2001, will be eligible for full tuition and fees, a new monthly housing stipend and an annual stipend of up to \$1,000 for books and supplies.

And for the first time, those enrolled in the Post-9/11 GI Bill program will be able to transfer unused educational benefits to spouses or children.

For more information, visit the GI Bill Web site: http://www.gibill.va.gov/. (Excerpt from an American Forces Press Service article by Donna Miles)

#### MAVNI program has enlisted 52 individuals, has more than 2,000 applicants

NEW YORK (Army News Service, April 2, 2009) -- In the center of Times Square, Army Chief of Staff Gen. George W. Casey Jr. swore 32 recruits into the service Wednesday, and half of them enlisted through a new program for non-citizens with special skills. The group included 16 recruits who are part of the Military Accessions Vital to the National Interest, or MAVNI program.

MAVNI allows non-resident aliens with special skills who are legally in the United States to enlist in the Army. (Resident aliens - persons with green cards have previously been able to join.) The MAVNI pilot program began Feb. 23 and continues until Dec. 31. The MAVNI program has enlisted 52 individuals so far and has more than 2,000 interested applicants.